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western's actuarial
case competition

2025

Presented by the Actuarial and
Statistical Undergraduate Association

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About WACC

For the third year ever, ASUA will be hosting Western University's actuarial case competition, known as **Western's Actuarial Case Competition (WACC)**. This case is open to all students in the Department of Actuarial and Statistical Sciences, or those interested in business analytics! This case is designed to give students of all levels and skill sets the opportunity to take part in a real-world insurance-related scenario and work on their analytical skills, problem-solving, and presentation abilities.

This year, the case will have large cash prizes, a beautiful venue, and industry judges and panelists from multiple different companies! The competition will include the involvement of judges from Canada Life, Sun Life, and Liberty Mutual, as well as faculty judges and a keynote speaker from Sun Life. Networking will be taking place throughout the entire competition with all judges, speakers, and panelists involved!





Competition Rules

PRIOR to Competition Day

- Students have **three** options for final presentation team submissions: create their own teams of 2-4 participants (only one submission per team is necessary), compete alone, or request to be put into a group. First years are allowed and encouraged to participate. **Please ensure that each group member fills out the google form to sign-up [here](#).**
- The team submission deadline is **Wednesday, January 15th at 12:00pm (noon)**.
- There will be a **\$10 fee**, plus any applicable processing charges for **each participant** and it must be paid before the team submission deadline. Further details will be sent to participants who sign-up regarding how to pay the \$10 fee.
- The case and data will be released to those who signed up on **Wednesday, January 15th at 7:00pm** and all teams will have one week to prepare their presentation.
- Students can use any resources at their disposal, assuming that academic integrity and plagiarism guidelines are strictly followed.
- Teams will be required to email a copy of their presentation and other materials to tdo42@uwo.ca 48 hours before the competition day, on **Thursday, January 23rd at 11:59pm EST**.

Competition Rules

DURING the Competition Day

- The in-person competition will be held on **Saturday, January 25th** from **8:30am - 3:30pm** and will be held in the **Thames Hall atrium**.
- Please aim to **arrive at 8:30am**. The day will start off with a light breakfast and icebreakers (full schedule is on the next page).
- The first round of presentations will take place in a private classroom in front of our student judges. Presentations should be **no longer than 10 minutes** in length.
- While the first round of presentations take place, networking will take place with all industry professionals and faculty.
- Lunch will then be provided to all participants of the competition.
- Those who proceed to the second round will then present in front of a panel of industry judges from **Sun Life, Canada Life, and Liberty Mutual**, and DSAS faculty members. This round of presentations will take place in front of all participants and panelists.
- While the judges deliberate, there will be a panel of **Canada Life** representatives (non-judges) who will be answering some questions about the industry and provide general advice for students to be successful in their career.
- The **top 2 teams** will be announced during the closing ceremony.

Schedule of Day

The following table shows the schedule of events on Saturday, January 25th at the Thames Hall Atrium from 8:30am-3:30pm.

Event	Time
Arrival and Light Breakfast with Icebreakers	8:30 AM - 9:15 AM
Opening Ceremony: Introductions and Keynote speaker	9:15 AM - 10 AM
Round 1: Presentations & Networking Lunch	10:05 AM - 12:00 PM 12:00 PM - 1:00 PM
Round 2: Final Presentations	1:00 PM - 2:00 PM
Industry Professional Panel (Judges Deliberate)	2:00 PM - 3:00 PM
Closing Ceremony	3:00 PM - 3:30 PM

WACC Awards

We will be providing **\$1,500 in cash prizes** this year, thanks to sponsorships from **Canada Life, Sun Life and Liberty Mutual!**



The **first place** team will be awarded **\$1,000** to be equally divided amongst all team members. In addition, each member will receive either a \$200 reimbursement if they plan to attend ASNA* the following year, or an extra \$150 in cash.



The **second place** team will be awarded a prize of **\$500** to be equally divided amongst all team members.

The winning team will be announced in the closing ceremony, and will be determined by the panel of industry judges and faculty members from Western University.

*ASNA (Actuarial Students National Association) hosts a professional convention and career fair each January, offering attendees the chance to network, participate in on-site interviews, secure job offers, and much more. Learn more [here](#).

Key Dates

Deadline to sign up for WACC	Wednesday, January 15th @ 12pm
Case and data to be released to participants	Wednesday, January 15th @ 7pm
Presentation materials and content due	Thursday, January 23rd @ 11:59pm
Presentation date	Saturday, January 25th

Evaluation

- Each team in the preliminary round will be evaluated by a group of student judges.
- Finalists will be judged by a team of judges from Canada Life, Sun Life, Liberty Mutual as well as Western faculty members.
- Teams will be judged on a variety of components including analytical investigation, proper recommendation, innovative implementation, and presentation skills.
- Judges will reward points for good overall analysis and strong communication/presentation of the selected topics.
- Judges scores will be combined and equally weighted to provide quantitative feedback to each team.



Case Topic & Synopsis

The case topic for our competition will be
Marketing in Insurance

- This case study delves into the evolving challenge of cross-selling insurance products to an existing client base within a multi-line Canadian insurer aiming to boost top-line growth amid increasing competition. You will be asked to analyze company data and industry trends to pinpoint key barriers and potential opportunities for cross-selling.
- Subsequently, participants must propose innovative, yet feasible, strategies that address both broker relationships and direct distribution channels.
- Finally, you'll present your analysis, supported by relevant quantitative and qualitative assumptions, along with actionable recommendations to the judges.